The Business Growth Bootcamp™

Detailed Outline

Purpose

The purpose of this program is two-fold:

1. To provide a process for business owners to develop a plan for the funding and growth of their business, or

2. To provide managers within companies with the tools needed to navigate their way through large-scale growth.

Intended Audience

The program is intended for three specific audiences:

1. Business owners (or people about to buy into a business):
   a. with established annual revenues between $500k and $5 million;
   b. Who already provide their clients/customers with a product/service that is of value, with a strong component of their business as repeat business, or recurring revenue/ subscription model; and
   c. Who want to achieve significant growth in their business within the next 3 to 5 years.

2. Managers within the types of companies listed above who are planning on, or in the midst of large-scale growth.

3. People who are seeking to grow into an ownership position within a growing company.

Intended Outcomes

Participants will leave this Bootcamp with:

1. Specific strategies and tools for business growth;

2. Clarity on funding options for expansion; and

3. An integrated action plan to get results.

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Walsh Business Growth Institute

Overview

What does it take to grow a business to a whole different level? This 10 month bootcamp is a hands-on, pragmatic program, with a high focus on action. Together, we will dig in on each of the major areas of a business:

- Planning for growth
- Marketing
- Sales

- Operations
- People
- Money

By the end of this Bootcamp, participants will have a realistic idea of what's needed in funding to grow their business, as well as the strategies and tools to grow it. Managers will be better equipped with what to expect for their people as a business undergoes large-scale growth.

The ultimate goal from business growth is more revenue, more profit and more freedom, resulting from expanded reach and impact, in support of the goals of business owners and their top managers.

The program is conducted within a period of 10 months, in a series of 10 monthly 4-hour sessions, either live or online via webinar. In addition, participants have access to email support from the facilitator throughout the program.

Upon successfully completing this program, participants receive a Certificate of Completion.

Fees:

Fees and terms are available on request. Taxes are extra where applicable. Please contact us for more details at info@walshbusinessgrowth.com

Dates and Registration:

This program is available for Associates looking to become Partners/Principals within companies, for new partners, or for managers within large-scale growth companies.

Applicants must be approved for this program. To check for a detailed list of the dates and availability, or to find out more about the application and approval process, please contact us at info@walshbusinessgrowth.com

Detailed Content Outline and Learning Outcomes

Module 1: Introduction and Overview

Overview

After reviewing the overall program (including how it will work, and ground rules), we start by debunking some of the common myths about business growth. In addition to providing more useful perspectives, we arm participants with a more productive way to plan for growth. We explore different revenue models and how to tap the power of repeat business and recurring revenue in the business.

Learning Outcomes

Participants will:

1. Generate shifts in perspectives from the myths that make growth harder to achieve than it needs to be;
2. Clarify the scope and utility of recurring revenue in creating stability through growth; and
3. Gain access to a unique method of planning for future growth.

Prep Work for the Next Session

Participants are to:

a. Complete their planning for the growth of the business for the next session; and
b. Come to the next session prepared to share their insights and progress.

Module 2: Sales – From Lead to Deal

Overview

Traditional sales is dead. With technological changes and increased access to information, people are doing their own learning. In this module we introduce a methodology for new customer acquisition that will generate more new business than traditional sales ever could.

Learning Outcomes

Participants will:

1. Explore an effective method to gain and keep more clients/customers at a profit;
2. Build a compelling "story" to make it easier to generate more business; and
3. Gain access to all the steps needed to increase sales on a sustainable basis.

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Prep Work for Next Session

Participants are to:

     a. Build and submit their story, for review;

     b. Adapt the sales methodology with their existing system, to gain the best of both; and

     c. Come to the next session prepared to share their insights and progress.

Module 3: Marketing

Overview

There are 42 different ways to generate leads for a small business. In this module, we clarify where to start, and how to build a tactical plan to generate more qualified leads on a consistent basis. To the extent possible, strategies are customized for the participants in the program, in order to achieve the maximum result available within the Bootcamp setting.

Learning Outcomes

Participants will:

     1. Discover why marketing can be one of the toughest parts of growing a business;

     2. Determine how to identify the best marketing strategies for their business; and

     3. Gain access to the highest yielding, proven strategies to attract the right-fit clients/customers specifically for them.

Prep Work for Next Session

Participants are to:

     a. Take steps to confirm a number of aspects of their ideal client/customer; and

     b. Select the best-fit strategies for their business.

Module 4: Recurring Revenues

Overview

Recurring revenue helps manage the risk of growing a business. Fixed costs need to be covered every month, whether you sell anything new or not. With recurring revenues, we can cover some (or all) the fixed expenses each month, even if we don't get new sales. In this module, we clarify the benefits of tapping recurring revenues as part of expansion plans, and identify the 9 potential methods of building recurring revenues for the business as it grows. The focus is on generating more consistency in sales and revenues through the growth process.

Learning Outcomes

Participants will:

     1. Identify the 8 factors that make recurring revenue a huge plus for growing businesses;

     2. Learn the 9 different forms of recurring revenue models available for company expansion.

3. Learn the key metrics to watch when building recurring revenue, to ensure success and sustainability of the business growth.

Prep Work for Next Session

Participants are to:

a. Review your current revenue model; and

b. Identify potential opportunities to generate or enhance your company's recurring revenue with one (or more) of the 9 models presented.

Module 5: Operations

Overview

In order to grow, business owners need to determine how to best scale their ability to produce and deliver their products and services. In this module, we clarify the core elements of expansion, and identify the various components that will need to be addressed in order to grow profitably. We introduce a methodology for process improvements and innovation. The focus is on maintaining and enhancing the customer's experience through the growth process.

Learning Outcomes

Participants will:

1. Identify the key components of production and delivery of their products that will need to be addressed to expand;

2. Determine how to scale profitably, using **The Flow of Operation™** to innovate process improvements;

3. Learn the biggest traps to avoid when growing production capability; and

4. Discover and learn to overcome the "choke point" in their business.

Prep Work for Next Session

Participants are to:

a. Build out the Task Flow for their operation;

b. Identify the "choke point" in their company; and

c. Follow the process for overcoming a company's choke point to growth.

Module 6: People Part 1 – Hiring Talent

Overview

Getting the right people on the team is half the challenge. Nobody plans on hiring wrong. Yet, mis-hires are one of the chief culprits in scuttling plans for growth. We provide a systematic process to recruit and select the top talent for each role within a company.

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Learning Outcomes

Participants will:

1. Learn how to set the stage within the company to attract great people;
2. Develop a winning job description;
3. Gain access to recruiting a group of qualified candidates from whom to choose the best-fit candidates; and
4. Be provided with a clear and effective process to select the best-fit candidate(s) for the job.

Prep Work for Next Session

Participants are to:

a. Identify the next 1 to 2 roles that will need to be filled as they unfold their plans for growth;
b. Build out the role for at least one of these positions; and
c. Submit it for review and feedback.

Module 7: People Part 2 – Growing the Effectiveness of Current Staff

Overview

The performance of staff is critical to success. We identify how to use the criteria in the hiring process to determine an effective way to measure and manage staff performance. In addition, the development of a corporate culture based in a company's vision and values, ensures sustainability of results. The key components of staff effectiveness are provided and customized for each participant in this module.

Learning Outcomes

Participants will:

1. Learn how to easily measure and manage staff performance, based on outcomes;
2. Uncover their own core values; and
3. Gain access to creating a compelling vision.

Prep Work for Next Session

Participants are to:

a. Build their vision for the future of the company, aligned with their values.

Module 8: Money Part 1 – Company Financials, Metrics and Funding Growth

Overview

A business without a financial profit is... a hobby.

Understanding the essential elements of the financial picture is essential to profitable growth. We break down the core elements of financial statements, and their implications on growth. Further, we help participants to identify the metrics needed to monitor progress, and to determine the appropriate levels of funding. We explore different funding alternatives and the pros and cons of each. Participants clarify how to use invested funds to maximize leverage and impact, while mitigating risk.

Learning Outcomes

Participants will:

1. Gain a new level of facility with their own financials;
2. Clarify what metrics to watch for as the company grows; and
3. Gain access to determining the appropriate type and level of funding for the growth of their enterprise.

Prep Work for Next Session

Participants are to:

a. Clarify the levels of funding they would like, and determine how they will use external funding to support their goals for growth.

Module 9: Money Part 2 – Cash Flow

Overview

Let's face it, growth eats cash. Profit is essential, but cash is king. Accounts receivable doesn't pay payroll. Staff all need their money when payroll is due, regardless of whether your creditors are slow to pay their bills. Getting on top of cash flow is critical to success in growth. We cover the essentials of building a projected income statement, and provide tools to support the monitoring of, and strategies to keep cash flowing as a company grows.

Learning Outcomes

Participants will:

1. Learn how to build and work with a cash flow forecast; and
2. Identify and deal with the consequences of changes in the business.

Prep Work for Next Session

Participants are to:

    a.   Build and submit a cash flow forecast for review; and

    b.   Determine the specific sensitivities to watch for in their particular business
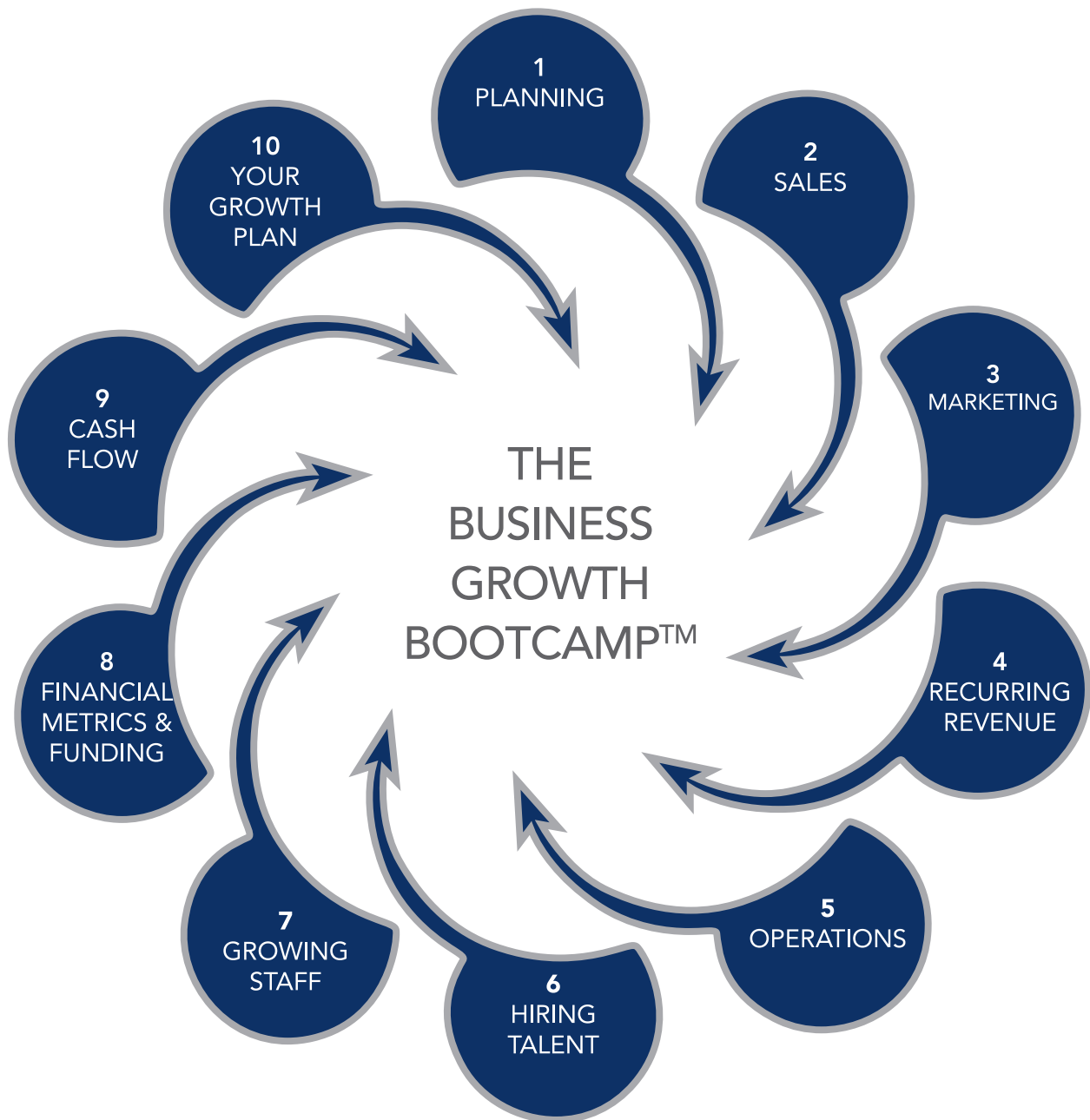
Module 10: Pulling it All Together

Overview

A business is more than a series of pieces. It is a system that needs to work in an integrated manner to be effective. We lay out a process to integrate the learning of all the modules in an order that is suited to the particular needs of the business.

Learning Outcomes

Participants will:

1. Learn how to integrate the results of all previous modules into a cohesive plan for growth in revenues, profit and freedom of the owner(s); and

2. Gain access to a clear checklist of processes to follow to achieve growth to the next level for the business.

The Business Growth Bootcamp™ Graphic Model

THE
BUSINESS
GROWTH
BOOTCAMP™

1 PLANNING

2 SALES

3 MARKETING

4 RECURRING REVENUE

5 OPERATIONS

6 HIRING TALENT

7 GROWING STAFF

8 FINANCIAL METRICS & FUNDING

9 CASH FLOW

10 YOUR GROWTH PLAN

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Walsh Business Growth Institute

Facilitator:

Michael Walsh – BIO

Michael is a visionary leader, speaker and author known for igniting passion in the entrepreneurs he works with by helping them drive their businesses to growth levels beyond their expectations. For over twenty years, as Founder of Walsh Business Growth Institute (formerly Kaizen Consulting Services), Michael's unique ability has been to maximize owners' goals for more profit in their business and more freedom in their lives.

Michael's core belief is that businesses must be designed to achieve owners' goals for themselves, their employees, their clients and the communities they serve. With an advanced understanding of business models and structures, he takes the guesswork out of building a high-functioning company. His expertise stretches across business disciplines including: finance, sales & marketing, recruiting & people management, leadership development and succession planning, to name a few.

Clients say that Michael has a rare ability to communicate sophisticated business strategies in a simple way, and that his people skills have helped them resolve their trickiest interpersonal problems with customers, employees, and business partners.

His professional studies include the following -

- Undergrad Degree: BA with a double major in Commerce and Economics from the University of Toronto (1982)
- Graduate Degree: MBA in International Business from Asia Pacific School of Management Studies (1995)

Michael has published two books:

1. **Business Growth By Design – How to Tap Your Potential Without Getting Tapped Out** in 2010
2. **Thinking Big is Not Enough – Moving Past the Myths and Misconceptions that Stop Business Growth** in 2015 – an Amazon Best-Seller.

In addition, Michael has developed and delivered over 25 different programs related to sales, marketing, increasing operational effectiveness, business development, business growth, management training and leadership training. Many of these programs have been accredited for continued learning from professional associations, including Architects, Engineers, and Chartered Accountants, as well as Canadian government acceptance of accredited training programs for management and leadership development and overall business growth.

He is currently working on his third book, on how to develop a Powerful People Plan for a company undergoing large-scale growth. Also in development is his latest program – Strategy and Human Behaviour for senior leaders of growing companies.

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Michael lives what he teaches: applying his methods, he has built Walsh Business Growth Institute into a company that provides:

- clients with clear access to sustainable, large-scale growth,

- his staff the opportunity to learn and grow in meaningful ways,

- while also providing him the freedom to take eighteen weeks of time off each year for personal travel, together with his family.

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